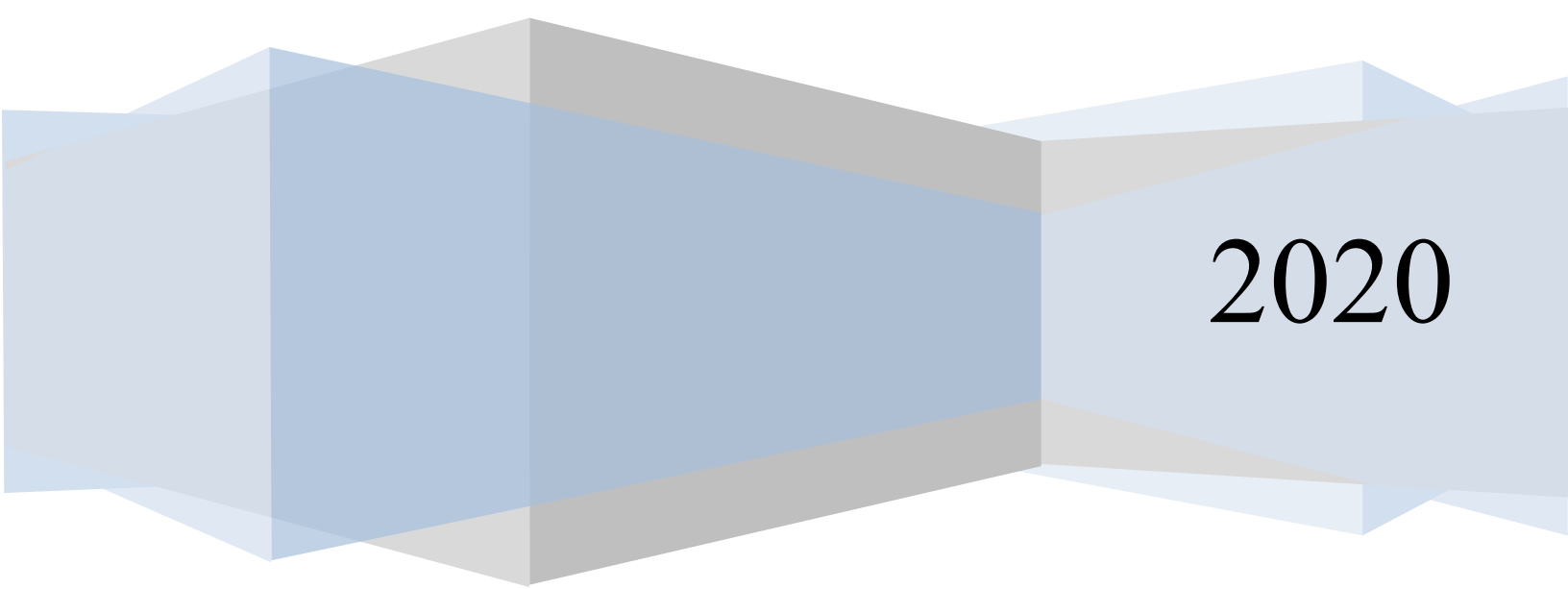


**Laredo Association of REALTORS®**

# **Strategic Plan**



**2020**





**STRATEGIC PLAN  
OF THE  
LAREDO ASSOCIATION OF REALTORS®**

The Laredo Association of REALTORS® goal is to serve the membership with education, professionalism, public awareness and political involvement. The membership goal is to serve the public. This is our plan.:

**MISSION STATEMENT**

The Mission of the Laredo Association of REALTORS® (LAR) is to advocate for Realtors® and private property rights in our community, to make our members successful by encouraging higher ethics standards in the real estate industry, and to conduct their real estate business with competency.

**I. LEGAL:**

- A. The Laredo Association of REALTORS® will have legal counsel available at all times.
- B. Legal Counsel will help The Laredo Association of REALTORS® to maintain policies and procedures that conform to local, state and federal laws, including the filing of necessary reports and documents.
- C. Legal Counsel will be available for all matters involving legal representation including but not limited to hearings and consultations.
- D. Encourage officers and Directors to participate

**II. GOVERNANCY:**

- A. Association ByLaws, MLS Rules and Regulations and professional standard procedures approved annually by NAR.
- B. The Laredo Association of REALTORS® will conduct elections and membership/business meetings in accordance with Association ByLaws.
- C. The Laredo Association of REALTORS® will ensure Membership is available on reasonable and nondiscriminatory terms.
- D. The Laredo Association of REALTORS® shall adopt and maintain corporate documents, policies and procedures that conform to all local, state and federal laws.
- E. The Laredo Association of REALTORS® will adopt a Strategic Plan which will be adopted annually.
- F. The Association Executive will be required to complete a minimum of six hours of REALTOR® association professional development per calendar year.
- G. The Association Executive will be encouraged to obtain and maintain RCE Designation.
- H. The Laredo Association of REALTORS® will promote to its members the importance of involvement in NAR. The Laredo Association of REALTORS® will promote the



understanding of the value of the three way agreement that includes NAR and Texas Realtors ®.

- I. The Laredo Association of REALTORS® will encourage licensees in LFRO to participate in political advocacy (Calls for Action, etc.)
- J. The Laredo Association of REALTORS® will submit an annual report from a CPA which includes an accountant's review report on a yearly basis
- K. The Laredo Association of REALTORS® will annually provide resources for/or access to leadership development education and or training for their elected REALTORS® leaders, and will document the training, tools, programs, and resources they offer or provide access to.

### **III. ADMINISTRATION:**

The Laredo Association of REALTORS® will employ a full-time Association Executive and a full-time employee to ensure the level of service members deserve from the Association.

### **IV. COMMUNICATIONS WITH MEMBERSHIP:**

To assure the membership is up to date with all of the latest information available from The Laredo Association of REALTORS®, Texas Realtors®, NAR, the Texas Real Estate Center and from the Texas Real Estate Commission.

All information will be communicated through the Association's website, direct email, email broadcasts, pop-up messaging on the Association's computer program and via the Association's social media accounts.

### **V. CODE OF ETHICS:**

- A. The Laredo Association of REALTORS® will direct new members to NAR Code of Ethics online training before New Member Orientation Class.
- B. The Laredo Association of REALTORS® will work with Affiliate Members to sponsor other Ethics Training classes during the year (Legal 1 & Legal 2).
- C. The Laredo Association of REALTORS® administers professional standards enforcement and Ombudsman services through an agreement with the Texas REALTORS®.

### **VI. ADVOCACY:**

- A. The Laredo Association of REALTORS® will include in their annual dues' statement a voluntary contribution for TREPAC and RPAC in the amount recommended by TREPAC each year.
- B. The Laredo Association of REALTORS® will achieve and/or exceed the annual goal set by TREPAC through billing and fundraising projects, each year.
- C. The Laredo Association of REALTORS® will promote political action activities with a separate communication in the annual dues statement, communications to New



- Members, information on social media, the Association's website and general publications to the membership.
- D. All Calls for Action from NAR and Texas Realtors® will be immediately published to the membership through a direct email, notification on Computer Popup, website and social media.
  - E. Encourage all Brokers' to encourage all REALTORS to participate in NAR and Texas Realtors® "Calls for Action" and to disseminate the information to the sales agents through their means of communication and office meetings.
  - F. TREPAC Committee Member Attend new member orientations to educate new Members on the value of TREPAC.
  - G. The Laredo Association of REALTORS® will recognize TREPAC Major Investors at all events & website.

#### **VII. CONSUMER OUTREACH:**

- A. Promoting the "Voice of Real Estate" by promoting market statistics and/or real estate trends, etc. through press releases, interviews, local market statistics, NAR research reports, quarterly sales report from the Texas Real Estate Center.
- B. Community Service Projects that enhance the image of the REALTOR®.
  - a. Habitat for Humanity
  - b. NeighborWorks®
- C. Advocacy efforts – engaging the public in legislative and political issues that impact real estate and related issues.

#### **VIII. DUES COLLECTION:**

The Laredo Association of REALTORS® will perform a quarterly audit with information supplied by Texas Realtors® to assure that every licensee affiliated with a firm comprised of REALTOR® principals is either a member or that the "designated" REALTOR® pays dues based on the number of non-member licenses affiliated with the firm.